

**Field of study: Business Management**  
**2'd level studies**

**BASIC QUESTIONS**

1. What are fundamental concepts and manifestations in academic entrepreneurship?
2. What does technological entrepreneurship involve?
3. List the characteristics of transnational corporations.
4. List at least 2 cultural dimensions according to Hofstede and describe them in the context of managing cultural differences.
5. Present arguments for and against stakeholder theory in the management of organisations.
6. Describe the elements of the change management process based on an evidence-based approach.
7. Describe the PESTEL analysis.
8. Explain the concept of value added chain model.
9. What is marketing management and what are the functions of modern marketing?
10. What are the three most significant changes that have occurred in marketing due to the advent of new technologies?
11. Discuss the importance of business networking in the digital era?
12. What impact on the economy can events have?
13. Define the innovation and describe the innovation types (based on Oslo Manual).
14. List and describe data mining techniques.
15. Explain the concept of risk management in the context of international logistics. What are the main types of risks faced in international supply chains and how can they be mitigated?
16. Describe the determinants of franchising propensity in hospitality.
17. List and describe quality management tools (instruments).
18. Decision Support Systems (DSS) – definition, functions and characteristics of their components.
19. What is cognitive neuroscience and what are the characteristics of cognitive process?
20. What social competences are needed in the modern labour market?

**DIRECTIONAL QUESTIONS**

1. Please explain, using examples, the brand extension strategy.
2. Discuss strategies that companies can use to develop and maintain brand loyalty.
3. List and briefly describe five examples of tactics used in negotiations.
4. What is cultural sensitivity in global business communication?
5. Name main technologies that have improved global business communication.
6. Advantages and disadvantages of computer simulation as a research method.
7. Differences Between Continuous and Discrete Simulation.
8. Explain the concept of relationship marketing and identify key changes in business environment which gave rise to this concept.
9. Explain the concept of behavioral and affective loyalty and discuss tools used to create loyalty at both levels.
10. What are the different ways to enhance business relationships applying digital technologies?
11. Define managers' attitudes towards Diversity Management in organization.

12. Compare low and high context countries according to Hall's model.
13. Discuss the issues of human resources management in the hotel industry.
14. How do tariffs and non-tariff barriers impact international trade and what are the potential economic effects of these policies within a country?
15. Analyze the effects of foreign direct investment on a host country's economy and identify factors that attract FDI and its influence on local industries.
16. What are the key differences between domestic and international logistics? How do these differences impact the management of logistics operations?
17. Explain effective neuroscientific techniques for diagnosing the competencies of a leading organization.
18. Explain the determinants of neurocommunication in business.
19. Discuss the key features of modern marketing concepts.
20. Explain their significance in possibilities of replacing employees with artificial intelligence in the modern world?
21. What is involved in the project planning process?
22. Describe the project life cycle.
23. How can the service industry be better managed in the digital world?
24. Greenwashing in financial services
25. ESG risk in sustainable finance
26. Please describe Belbin's theory of team roles.
27. What are the phases of event management?
28. List and describe data processing methods.
29. Describe the elements and procedure for developing a marketing plan.
30. List and describe the cognitive neuroscience techniques and their application in business.